



WSYX Columbus  
1261 Dublin Rd  
Columbus, OH 43215

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015

## Contract # 1386258

**Schedule Dates** 10/02/12-10/09/12  
**Advertiser** Josh Mandel OH US Senate-R (71581)  
**Agency** Strategic Media Placement (6694)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 2795 10/02/12-10/09/12 (477714)  
**Salesperson** HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1  
**Sales Office** WSYX/WTTE/ESYX/WWHO  
**Buyer Name** Eversol, Whitney  
**Phone/Fax** (740) 201-5500 / (740) 201-5502  
**CPE** 2795  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/01/12  
**Last Modified** 10/01/12  
**Entered By** Lorie Luthman  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,492.50  
**Net Total** \$42,457.50  
**Sales Tax**

## Columbus (WSYX)

By Broadcast Month	Spots	Rate
Oct. 2012	49	\$49,950.00
<b>Grand Total:</b>	<b>49</b>	<b>\$49,950.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Football	10/06/12-10/06/12	3	:30	7:58P- 11:30P (EST)	1						X		1	\$20,000.00	\$20,000.00	Columbus (WSYX)	OSU vs Nebraska	10/1/12
2.0	Normal Line / SPOT	10/02/12-10/04/12	3	:30	5:58A- 6:57A (EST)			2	2	2				6	\$300.00	\$1,800.00	Columbus (WSYX)		10/1/12
3.0	Normal Line / SPOT	10/02/12-10/04/12	2	:30	5P- 6P (EST)			1	1	1				3	\$300.00	\$2,700.00	Columbus (WSYX)		10/1/12
3.0	Normal Line / SPOT	10/06/12-10/06/12	2	:30	7:58A- 9A (EST)	1						X		1	\$300.00	\$300.00	Columbus (WSYX)		10/1/12
5.0	Normal Line / SPOT	10/07/12-10/07/12	2	:30	7:58A- 9A (EST)	1							X	1	\$300.00	\$300.00	Columbus (WSYX)		10/1/12
6.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	12P- 1P (EST)			1	1	1	1			4	\$350.00	\$1,400.00	Columbus (WSYX)		10/1/12
7.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	5:58A- 6:57A (EST)		1	1						2	\$300.00	\$600.00	Columbus (WSYX)		10/1/12
8.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	6:58A- 8A (EST)		1	1						2	\$300.00	\$600.00	Columbus (WSYX)		10/1/12
9.0	Normal Line / SPOT	10/08/12-10/08/12	2	:30	12P- 1P (EST)	1	X							1	\$350.00	\$350.00	Columbus (WSYX)		10/1/12
10.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	3P- 4P (EST)			1	1	1	1			4	\$300.00	\$1,200.00	Columbus (WSYX)		10/1/12
11.0	Normal Line / SPOT	10/03/12-10/04/12	2	:30	1P- 3P (EST)		1	1						2	\$300.00	\$600.00	Columbus (WSYX)		10/1/12
12.0	Normal Line / SPOT	10/02/12-10/03/12	2	:30	4:30P- 5P (EST)			1	1					2	\$300.00	\$600.00	Columbus (WSYX)		10/1/12
13.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	6:58P- 7:30P (EST)	2		X		X	X			2	\$600.00	\$1,200.00	Columbus (WSYX)		10/1/12
13.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	7:30P- 7:56P (EST)	2		X		X	X			2	\$600.00	\$1,200.00	Columbus (WSYX)		10/1/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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15.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	11:01P- 11:35P (EST)	2		X		X	X			2	\$1,000.00	\$2,000.00	Columbus (WSYX)		10/1/12
16.0	Normal Line / Prime Premium	10/08/12-10/08/12	1	:30	7:58P- 10P (EST)	1	X							1	\$4,500.00	\$4,500.00	Columbus (WSYX)		10/1/12
17.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	6:58P- 7:30P (EST)		1	1						2	\$600.00	\$1,200.00	Columbus (WSYX)		10/1/12
18.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	7:30P- 7:56P (EST)	1	X							1	\$600.00	\$600.00	Columbus (WSYX)		10/1/12
19.0	Normal Line / Prime	10/05/12-10/05/12	2	:30	10P- 11P (EST)	1					X			1	\$2,000.00	\$2,000.00	Columbus (WSYX)		10/1/12
20.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	4:30P- 5P (EST)		1	1						2	\$900.00	\$800.00	Columbus (WSYX)		10/1/12
25.0	Normal Line / SPOT	10/08/12-10/09/12	2	:30	5P- 6P (EST)		2	1						3	\$900.00	\$2,000.00	Columbus (WSYX)		10/1/12
22.0	Normal Line / SPOT	10/07/12-10/07/12	2	:30	5:58P- 6:30P (EST)	1							X	1	\$900.00	\$900.00	Columbus (WSYX)		10/1/12
23.0	Normal Line / SPOT	10/08/12-10/08/12	2	:30	5:58P- 6:30P (EST)	1	X							1	\$600.00	\$600.00	Columbus (WSYX)		10/1/12
24.0	Normal Line / SPOT	10/07/12-10/07/12	3	:30	11:01P- 11:35P (EST)								1	1	\$1,000.00	\$1,000.00	Columbus (WSYX)		10/1/12
25.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	5:58A- 6:57A (EST)	1	X	X						1	\$900.00	\$800.00	Columbus (WSYX)		10/1/12

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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

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Comments: